

Report of Student Learning and Achievement
Institution
Name of your Academic Business Unit

For Academic Year: 2016-2017

Mission of the Name of your Academic Business Unit

Mission Statement

Offering a unique combination of traditional business courses and options that incorporate technology, problem-based learning, and hands-on and team-based projects, Western Montana's BSBA degree is designed to challenge students to acquire the practical, intellectual, technological, problem-solving, and communications skills necessary for successful participation in a diverse, dynamic, and global society. While the program is delivered using a small business, rural context, graduates are well prepared for joining a large corporation as well as pursuing a master's degree in business administration, or other related areas.

Student Learning Assessment for Program 1

Program Intended Student Learning Outcomes (Program ISLOs)

1. Program Learning Outcome 1

Understand and apply fundamental concepts and practices of business administration primarily Marketing, Management, Economics, Finance, Law, Accounting, Ethics, and International Dimension(s).

Broad-based student learning goals associated with this outcome: 2, 3

2. Program Learning Outcome 2

Develop an ability to identify problems, collect and assess data, and present solutions using innovation and organizational skills.

Broad-based student learning goals associated with this outcome: 1, 3

3. Program Learning Outcome 3

Utilize computer software and hardware tools for problem solving, decision-making and communication.

Broad-based student learning goals associated with this outcome: 1, 3

4. Program Learning Outcome 4

Exhibit effective oral and written communications skills for successful interactions in business settings.

Broad-based student learning goals associated with this outcome: 1, 2, 3

<p>5. <i>Program Learning Outcome 5</i> Demonstrate creative, ethical behavior in individual and team-based projects while learning to stay focused and use personal initiative to accomplish established goals. Broad-based student learning goals associated with this outcome: 1, 2, 3</p>	
<p>6. <i>Program Learning Outcome 6</i> Recognize and respect the diversity implicit in global society. Broad-based student learning goals associated with this outcome: 2, 3</p>	
<p>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Direct Measures:</p>
<p>1. <i>Direct Measure 1</i> General Program ISLOs Assessed by this Measure: (ISLO's 2, 3,4,5,6) <i>Oral/Written Assessment/Group-Teamwork:</i> Students create a business plan research assignment based on simulation in capstone. Students are assessed using a standard, department-developed rubric(s) at three points: entry (WRIT 217), (BMGT 335), and exit (BMGT 499). Assessment taking place over Final project for BMGT 499 includes Group presentation/Business Plan development/Peer Evaluations.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 1</i> <i>The goal is to have continual cumulative improvement over the course of the degree program. On the rating scale in the research paper, with proficient being the highest, 80% of BSBA/BAS students will achieve a performance rating of Proficient or Mastery on each of the evaluation criterion associated with the program ISLOs assessed by this measure.</i></p>
<p>2. <i>Direct Measure 2</i> General Program ISLOs Assessed by this Measure: (ISLO's 1) End of program comprehensive exam--a nationally-normed exam (Peregrine Academic Services) is administered to every BSBA/BAS degree seeking student in their final course (BMGT 499) .</p>	<p><i>Objective (Target/Criterion) for Direct Measure 2</i> <i>The goal is to have At least 80% of our students score at or above 80% proficiency in each of the areas of Marketing, Management, Economics, Finance, Law, Accounting, Ethics, and International Dimension(s) (proficiency is defined as IACBE average scores). Students are also expected to achieve at or above the IACBE average in the composite score.</i></p>
<p>3. <i>Direct Measure 3</i> General Program ISLOs Addressed by this Measure: (ISLO's 3) A nationally-normed exam for IT Literacy (IC3) is administered to each student in their final course. The exam is given in BMGT 499 Capstone.</p>	<p><i>Objective (Target/Criterion) for Direct Measure 3</i> <i>The goal is A 100% proficiency exam rate on each evaluation criterion associated with the program ISLOs.</i></p>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Indirect Measure 1</i> General Program ISLOs Assessed by this Measure: (ISLO’s 1,2,3,4,5,6,7) Face to face focus group interview (BMGT 499 Capstone)</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 1</i> At least 95% of the students graduating with an BSBA/BAS will indicate their perception of preparedness in focus group interviews in achieving each of the program ISLOs. (see Focus Group questions).</p>
<p>2. <i>Indirect Measure 2</i> General Program ISLOs Assessed by this Measure: (ISLO’s 1,2,3,4,5,6,7) Exit survey (Assessment given in BMGT 499 Capstone)</p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i> Collection of At least 95% of the graduating BSBA/BAS students will complete the survey with at least a 90% rating of agree or strongly agree for each ISLO. (see Program Exit Survey)</p>
Assessment Results: Program 1	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1. <i>Summary of Results for Direct Measure 1</i> 82% of students performed at or above the Basic level of understanding established by the assessment measure</p>	
<p>2. <i>Summary of Results for Direct Measure 2</i> 100% of the students performed at the required level (at or above the national average level)</p>	
<p>3. <i>Summary of Results for Direct Measure 3</i> 100% of the students performed at 100% proficiency level (at or above the national average level)</p>	
Summary of Results from Implementing Indirect Measures of Student Learning:	
<p>1. <i>Summary of Results for Indirect Measure 1: 100% of the students perceived themselves as being prepared for a business career</i></p>	
<p>2. <i>Summary of Results for Indirect Measure 2: 100% of the students perceived themselves as achieving the program ISLO’s.</i></p>	

Summary of Achievement of Intended Student Learning Outcomes:								
Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. <i>Program Learning Outcome 1</i>	MET	MET	MET	N/A	MET	MET	N/A	N/A
2. <i>Program Learning Outcome 2</i>	MET	MET	MET	N/A	MET	MET	N/A	N/A
3. <i>Program Learning Outcome 3</i>	MET	MET	MET	N/A	MET	MET	N/A	N/A
4. <i>Program Learning Outcome 4</i>	MET	MET	MET	N/A	MET	MET	N/A	N/A
5. <i>Program Learning Outcome 5</i>	MET	MET	MET	N/A	MET	MET	N/A	N/A
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. NO IMPROVEMENTS AT THIS TIME								